Paths That Last

Collaborating for a sustainable tourism in the Mediterranean

25-26 June 2025

Split (Croatia)

Workshops organisation

WORKSHOPS TITLE	TOPIC
#1 and #2 Shared and strategic governance of the tourism offer	Governance of the tourism offer and strategic coordination
#3 Tourism and green transition	Green transition of the tourism offers Tourism impact reduction on natural and cultural heritage Circular and sustainable practices in tourism sector Tourism and Climate Change Tourism and peak season transport
#4 Social, inclusive and accessible tourism	Accessibility and universal design of tourism products Alternative and special interest tourism Fair and stable jobs, inclusive training, upskilling and recruitment
#5 Innovative tourism products	Tourism and innovation (AI, open innovation, twin approach)

Main objectives and expected outcomes

OBJECTIVE 1 - Get to know each other to work together in the future

- Fostered synergies between projects and beneficiaries of different programmes on sustainable tourism.

OBJECTIVE 2 - Identify common challenges and solutions to transfer jointly into the Mediterranean territories

- Identify actions, methods, best practices and results achieved for the future of sustainable tourism in the Mediterranean.
- Identify common key recommendations based on projects practices.

OBJECTIVE 3 - Establish common ground for future coordinated calls

- Crafting the characteristics of an “ideal” sustainable tourism project, which will provide guidance: 1) for the terms of reference of a future joint call; 2) for capitalisation of methods/results; 3) for peer-exchange visits.

Mediterranean Multi-Programme Mechanism

Interreg Co-funded by the European Union

Workshop structure proposal

25th June - 15.30 – 17.00

15:30 – 15:45	**Introduction** Expected outcomes and deliverables Work method on the 2 sessions
15:45 – 16:10	**Icebreaking activity – HUMAN BINGO** OBJECTIVE 1: GET TO KNOW EACH OTHER Each participant receives a bingo card with project-related facts. Their mission: find the people working on the projects who match each square.
16:10 - 17:00	**Working session – THE IMAGINARY PLANET** OBJECTIVE 2: IDENTIFY COMMON CHALLENGES AND SOLUTIONS The group gathers and sets up for a journey outer space to an imaginary planet which embodies the theme of their workshop. Together, they describe it. The purpose is to define a shared imaginary future and understand how projects can contribute / already contribute. It will help participants to brainstorm about the challenges they will address and try to bring solutions to on the next day.

26th June – 9:00 – 12:30

9:30 - 9:45	**Introduction** Presentation of the activities of the morning session
9:45 – 11:00	**Working session – MIND MAPPING and DISCUSSION** OBJECTIVE 2: IDENTIFY COMMON CHALLENGES AND SOLUTIONS OBJECTIVE 3: ESTABLISH COMMON GROUND FOR FUTURE COORDINATED CALLS Each workshop will be divided into 3 or 4 subgroups of 8 persons. Each subgroup will work on a specific subtopic and fill a common template: solutions already

	developed, challenges that need to be more addressed, capitalisation best practices, synergies to be developed, etc. As a follow-up, the participants will fill in a **visual board paper** with a mapping of the key concepts emerging from the discussion. This will visualise the concepts, bring people together to exchange and engage in cross-cutting skills and have a deliverable to use for communication.
11:00 - 11:30	**Break (or extra-time for subgroups)**
11:30 - 12:30	**Sharing the work – internal wrap-up** OBJECTIVE 3: ESTABLISH COMMON GROUND FOR FUTURE COORDINATED CALLS Subgroup work presentation: classic or creative one!

Wrap-up of Workshop Outcomes – Plenary Session

KEY TAKEAWAYS - 26th June 14:30 – 16:30

One of the facilitators of each workshop will collect the ideas conceived during the various sessions and present them in plenary.